



COUNTY OF SAN LUIS OBISPO

Department of Agriculture/Measurement Standards

2156 SIERRA WAY, SUITE A, SAN LUIS OBISPO, CALIFORNIA 93401-4556
ROBERT F. LILLEY (805) 781-5910
AGRICULTURAL COMMISSIONER/SEALER FAX: (805) 781-1035

AgCommSLO@co.slo.ca.us

Ag Tourism & Direct Marketing Work Group

July 11, 2006

Draft Meeting Minutes
Submitted by Michael Isensee

Handouts:

1. Agenda & Draft minutes (purple)
2. B&B Committee Final Report 7-11-06 & minority report (tan)
3. Sign Committee Final Report 7-11-06 (buff)
4. Discussion for active ag / commercial ag / production ag / adequate ag use

Minutes Review (Michael)

Approved June 29, 2006 minutes

Report on Lodging/B&B (Committee #6 Lodging report dated 6/26/06) (Steve)

- Inns: viewed by majority as the same as B&B but able to serve more meals
- Farmstay: need to make all lodging consistent, but committee did not tackle this issue
- Majority proposal does not include a requirement for on-site agriculture if 3 or fewer rooms
 - tough enforcement item
 - lodging does not change the nature of a site as it is too small a scale
 - providing lodging has some value even if the site is not in active ag
- Majority of committee did not see a need for property owner to be the lodging operator, while the minority viewed this as an important means to ensure rules are followed and complaints taken seriously
- Proposal allows for a detached lodging use, but would need to be able to be a second primary residence or guest house under the ordinance if accommodation use ceases
- Majority approach was to allow for sq.ft. bonuses if certain criteria were met
- Suggested a renewal if the property sold to ensure new owner understands restrictions and rules.

Minority Lodging report (Elizabeth, dated 6/29/06)

Accommodations on ag-designated land must be secondary to the site's use for agriculture
B&B should be distinguished from inn by being owner occupied, in owner's residence, must provide b-fast but no other meal
Inn should not be an allowed use on ag-designated land
Ministerial permits for 3 or 4 rooms based upon adequate ag use
MUP for up to 8 rooms also based on increased ag use for increased # of rooms

Discussion:

Rural accommodation is a complementary use for agtourism. It houses visitors to ag sites
Question about where vacation rentals fits into picture. Are they to be regulated? What rules must they follow?
Some feel that allowing lodging uses in AG is too removed from any ag nexus and adversely impacts rural character and lifestyles

Report on Signs (Committee #8 Signs) (Roy)

Committee report eliminated discussion about political, real estate, window and internal signs
Adding allowance for

- organizational signs (eg ag tourism council, farm bureau, wine country alliance)
- sandwich board signs
- off-site signs that would apply to all agricultural direct marketing efforts

Preliminary Discussion of Active Agriculture

-Many different possible approaches to defining what is

- active ag
- adequate ag use
- commercial ag

Several approaches outlined on handout

Discussion:

-Secondary should not be about profitability

-There needs to be a primary ag use, with the tourism/marketing use in addition to this ag use

-Maybe the secondary use should be required to be “integral” to the primary use.

-Visitor uses generally are different from sales uses. Sales of your agricultural products should be given preference over other visitor uses (sales of non-ag items, events, lodging, dude ranch, camping, etc)

-Should have to be in commercial ag and be secondary and be incidental.